



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/800,413	03/11/2004	Elliott Glazer	035291-000016	7057
66569 7590 03/29/2007 FITZPATRICK CELLA (AMEX) 30 ROCKEFELLER PLAZA NEW YORK, NY 10112			EXAMINER MISIASZEK, MICHAEL	
			ART UNIT 3625	PAPER NUMBER
SHORTENED STATUTORY PERIOD OF RESPONSE			MAIL DATE	
3 MONTHS			03/29/2007	
			DELIVERY MODE PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/800,413	<b>Applicant(s)</b> GLAZER ET AL.	
	<b>Examiner</b> Michael Misiaszek	<b>Art Unit</b> 3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

#### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) ☒ Responsive to communication(s) filed on 18 January 2007.
- 2a) ☒ This action is FINAL. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) ☒ Claim(s) 1-4, 6-21, 23-26, 28-43, 45-47, 49-58 and 60-66 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-4, 6-21, 23-26, 28-43, 45-47, 49-58 and 60-66 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

## **DETAILED ACTION**

### ***Response to Amendment***

Applicant's amendments filed 1/18/2007 have been received and reviewed. The status of the claims is as follows:

Claims 1-4, 6-21, 23-26, 28-43, 45-47, 49-58, and 60-66 are pending. Claims 5, 22, 27, 44, 48, and 59 have been cancelled by the applicant.

### ***Claim Rejections - 35 USC § 103***

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

**1. Claims 1, 4, 8-13, 19, 20, 23, 26, 30-35, 41, 42, 45, 51-54, 57, and 60 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sandus in view of Su (US 20020026380 A1).**

#### **Regarding Claims 1, 23, 45, and 60**

Sandus discloses a method and apparatus for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, comprising:

- receiving a request at a shopping server to view a virtual shopping location (at least paragraph [0072]: customer accesses market system)
- displaying the virtual shopping location to a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for

Art Unit: 3625

the user, the virtual shopping location having at least one store (at least figure 2: customer views virtual mall)

- obtaining a request to enter into a store of the virtual shopping location (at least paragraph [0084]: customer clicks on storefront to enter store)
- displaying the actual store website of the store on the user computer in the same web browser, in response to the request to enter into the store, wherein the actual store website of the store is linked to the virtual shopping location (at least figure 3: customer presented with virtual view of store interior)

Sandus does not disclose:

- wherein the actual store website does not reside on the shopping server

Su teaches that it is known to include displaying a website of a store linked to a virtual shopping location, wherein the website does not reside on the server of the virtual shopping location (at least paragraph [0047]: store-specific web pages reside and managed by each store's own computer server system) in a similar environment. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the method and apparatus, as taught by Sandus, with the store website on a different server, as taught by Su, since such a modification would have provided more efficiency and flexibility in electronic shopping through a distributed network of store websites (at least paragraph [0024] of Su).

Art Unit: 3625

Regarding Claims 4, 27

Sandus further discloses:

- receiving a request to insert the at least one product into a virtual shopping cart  
(at least paragraph [0084]: user can place product in shopping cart)

Regarding Claims 8-13, 30-35, 51-54

Sandus further discloses:

- wherein the actual store website has one or more enhanced VR features (at least figure 3: customer presented with virtual view of store interior)
- displaying at least one product in a store window to emulate real-life window shopping (at least paragraph [0082]: store windows emulated)
- displaying at least one product offer to emulate real-life sales advertising (at least paragraph [0082]: advertisers use virtual billboards to display product offers)
- displaying at least one customer representative to assist the user in real-time purchasing of the at least one product (at least paragraph [0147]: solicitors used to promote product purchases)
- receiving a request for a 360 degree interactive view of the at least one product (at least paragraph [0136]: three dimensional product image allows view of all sides)
- displaying a product information sheet received from a product information database (at least paragraph [0086]: product description provided)

Art Unit: 3625

Regarding Claims 19, 20, 41, 42, 57

Sandus further discloses:

- receiving a request at the shopping server to personalize the shopping location  
(at least paragraph [0092]: customization of store/mall display)
- receiving a request at the shopping server to link-up with at least one other user  
(at least paragraph [0125]: shopping companions)

Art Unit: 3625

**2. Claims 2, 24, and 46 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sandus in view of Su, as applied to claims 1, 4, 8-13, 19, 20, 23, 26, 30-35, 41, 42, 45, 51-54, 57, and 60 above and further in view of Covington.**

Sandus and Su discloses the claimed invention except for:

- introducing a concierge to the user

Covington teaches that it is known to include introducing a concierge to a user (at least paragraph [0014]: concierge service to assist user shopping) in a similar environment. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the system and method, as taught by Sandus and Su, with the concierge introduction, as taught by Covington, since such a modification would have provided a more convenient e-shopping process through a means for a buyer to purchase a product without actually having to visit a physical store (at least paragraph [0087] of Covington).

Art Unit: 3625

**3. Claims 3, 25, and 49 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sandus in view of Su, as applied to claims 1, 4, 8-13, 19, 20, 23, 26, 30-35, 41, 42, 45, 51-54, 57, and 60 above and further in view of Olefson.**

Sandus and Su discloses the claimed invention except for:

- the at least one product is a real estate property

Olefson teaches that it is known to sell real estate property in a virtual reality environment (at least abstract). It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the method and apparatus, as taught by Sandus and Su, with the real estate property sales, as taught by Olefson, since such a modification would have provided increased efficiency in the real estate process through a means for realtors and their customers to save time and effort (at least paragraph [0006] of Olefson).



Art Unit: 3625

**4. Claims 5-7, 27-29, 47, 48, and 50 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sandus in view of Su, as applied to claims 1, 4, 8-13, 19, 20, 23, 26, 30-35, 41, 42, 45, 51-54, 57, and 60 above and further in view of Nowers.**

Sandus and Su discloses the claimed invention except for:

- storing said at least one product into a shopping cart memory
- receiving a request to purchase the at least one product in the virtual shopping cart, wherein said products are from different stores
- shipping the purchased products using one tracking number in one shipment

Nowers teaches that it is known to store products from different vendors in a shopping cart (at least paragraph [0204]) and to ship the products in one shipment with one tracking number (at least paragraph [0046]: products shipped to customer in single shipment) in a similar environment. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the method and apparatus, as taught by Sandus and Su, with the multiple vendor product shipping, as taught by Nowers, since such a modification would have provided increased efficiency in e-shopping by allowing users to receive products from multiple vendors as quickly and cheaply as possible (at least paragraph [0020] of Nowers).

Art Unit: 3625

**5. Claims 14,15, 36, and 37 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sandus in view of Su, as applied to claims 1, 4, 8-13, 19, 20, 23, 26, 30-35, 41, 42, 45, 51-54, 57, and 60 above and further in view of DeAngelis.**

Sandus and Su discloses the claimed invention except for:

- receiving a request for a price comparison, a product comparison, or a merchant offer
- retrieving information data from a product comparison database and displaying the information data to the user

DeAngelis teaches that it is known to including displaying a product comparison when requested by a customer (at least paragraph [0009]) in a similar environment. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the method and apparatus, as taught by Sandus and Su, with the product comparison, as taught by DeAngelis, since such a modification would have provided more efficiency in an e-shopping environment via a portal for customers to obtain desired product information from a merchant (at least paragraph [0005] of DeAngelis).

Art Unit: 3625

**6. Claims 16-18, 38-40, and 55-56 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sandus in view of Su, as applied to claims 1, 4, 8-13, 19, 20, 23, 26, 30-35, 41, 42, 45, 51-54, 57, and 60 above and further in view of Howell .**

Sandus and Su discloses the claimed invention except for:

- storing a clickstream data of the user's actions within the 3D VR setting in a clickstream database
- receiving a request from a merchant website to obtain said clickstream data
- automatically displaying product cross-selling information or product offers and information to the user based upon the stored clickstream data

Howell teaches it is known to store and obtain clickstream data (at least paragraph [0062]: shopping session browsing data stored in database and retrieved) and to use the data to display cross-selling information (at least paragraph [0062]: cross-selling information displayed) in a similar environment. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the method and apparatus, as taught by Sandus and Su, with the clickstream data usage, as taught by Howell, since such a modification would have provided a increased personalization of marketing and sales initiatives (at least paragraph [0062] of Howell).

Art Unit: 3625

**7. Claims 21, 22, 43, 44, 58, and 59 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sandus in view of Su, as applied to claims 1, 4, 8-13, 19, 20, 23, 26, 30-35, 41, 42, 45, 51-54, 57, and 60 above and further in view of Czepluch.**

Sandus and Su discloses the claimed invention except for:

- presenting a shopping game to the user computer
- rewarding the user if the user wins the shopping game

Czepluch teaches that it is known to include presenting a shopping game to a user and rewarding the user upon a win (at least abstract) in a similar environment. It would have been obvious to one of ordinary skill in the art at the time the invention was made to have modified the method and apparatus, as taught by Sandus and Su, with the shopping game, as taught by Czepluch, since such a modification would have provided improved marketing through attracting customers to an e-commerce site (at least abstract of Czepluch).

***Response to Arguments***

Applicant's arguments with respect to claims 1, 23, 45, and 60 have been considered but are moot in view of the new ground(s) of rejection.

***Conclusion***

Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Michael Misiaszek whose telephone number is (571) 272-6961. The examiner can normally be reached on 8:00 AM - 4:30 PM, Monday through Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on (571) 272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Art Unit: 3625

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Michael A. Misiaszek  
Patent Examiner  
3/27/2007

  
MATTHEW S. GART  
PRIMARY EXAMINER  
TECHNOLOGY CENTER 3600